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Title of Invention	DYNAMIC TRACKING, ANALYSIS AND ACQUISITION OF E-COMMERCE ADVERTISING CHANNELS FOR TOLL-FREE MARKETS
First Named Applicant: Scott Dresden Attorney Docket Number: BRAN.P007.A	
I hereby appoint the registered practitioner(s) at Customer Number: 42389 *42389*	
as my attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.	
I am the Applicant/Inventor.	
Full Name of Applicant of Record: David Bogart Dort	
Signature: /davidbogartdort50213/	Date: 2004-08-07